# Strategies to Promote Change

## Precontemplation

- Not ready for change
- Not considering change

## Helping Strategies

- Acknowledge lack of readiness
- Encourage exploration
- Increase awareness about change
- Give personalized information and benefits

## Contemplation

- Uncertainty about change
- Talking about change

## Helping Strategies

- Reaffirm not yet ready
- Encourage evaluation of pros and cons
- Explore fears and concerns
- Motivate and increase confidence
- Help resolve ambivalence

## Preparation

- Testing the waters
- Intending and planning to act in a month

## Helping Strategies

- Encourage motivation and commitment
- Address ambivalence
- Help individualize help plan
- Assist with problem solving and options
- Promote change process

## Action

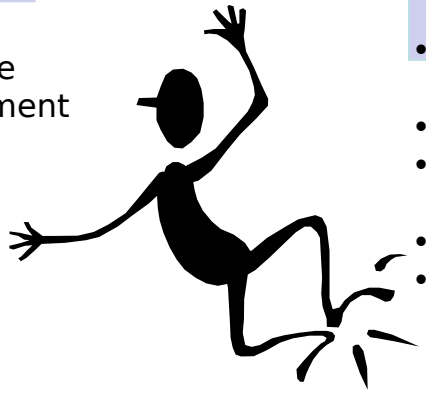
- Implementing and making behavior changes
- Maintaining new behaviors

## Helping Strategies

- Support decisions and actions
- Bolster confidence and commitment
- Celebrate successes and note benefits
- Address change process and difficulties
- Review relapse triggers, risks and ways to cope

## Maintenance

- Sustaining change
- Ongoing commitment

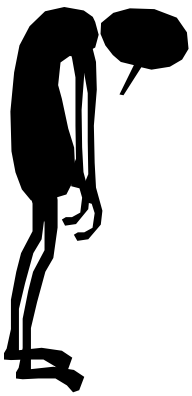


## Helping Strategies

- Encourage confidence and commitment
- Support efforts
- Encourage plan for potential difficulties and risks
- Review lessons learned
- Use supports

## Relapse

- Return to old behaviors
- Discouraged, demoralized



## Helping Strategies

- Reassess motivation
- Explore negative experiences
- Address guilt, shame and other negative moods
- Help with coping
- Use as learning experience (what went wrong, what went right)
- Encourage trying again
- Emphasize persistence